

Outsell identifies potential customers in a dealership's CRM and DMS (i.e., existing sales and service customers) and third-party leads (i.e., unsold leads) and automatically serves up relevant communications through email, social media, and direct mail channels. At all points during the customer's lifecycle, Outsell uses relevant content to engage the customer - down to specific VINs on a dealer's lot. Outsell's artificial intelligence creates an Amazon-like experience for consumers, and dealers receive an alert when low-funnel shoppers are in market. The consumer's profile becomes more accurate with each marketing interaction, positively influencing sales and service profit centers. Outsell analyzes diverse data through their AI brain, analyzing over 28 million consumers daily to provide better market, dealer, and consumer insights.

The Problem:

A dealer's biggest asset is their data, and they are easily overwhelmed about knowing what to do with it. They are looking for an easy and effective process; one that fits the dynamics of their dealership. They want each of their targeted messages delivered to the persons who are most likely to take action. They need an automated process, and one that can be easily customized to move aged inventory and help meet fixed ops' KPIs.

How It Works:

Outsell uses rich consumer data to automatically create and deliver dynamic, personalized communications to customers through email, direct mail, Facebook, and Instagram. Outsell also provides dealers with 1. buyer detection through in-market shopper alerts, 2. data insights to help improve conquest and retention, and 3. creative design that is continually A/B tested for effectiveness.

Additionally, Outsell Inventory Mover analyzes consumer behavior to determine which vehicles on the dealer's lot are the best match for the consumer. Then, their platform dynamically promotes those vehicles down to the VIN level in their marketing communications. The vehicle recommendations are updated as the shopper's interests evolve, and consumers are retargeted with the exact VINs they have previously shopped with a link directly to the VDP. For inventory the dealer needs to move immediately, Outsell can provide a "boost" by accelerated targeting for consumers who best match those VINs.

Marketing Automation

Outsell's AI-Driven Marketing Automation Platform

AI-driven marketing automation that drives a higher quality overall consumer engagement, increasing retention, and conquering new sales and service customers.



"With Outsell's Buyer-Detection Platform, our sales staff has the ability to know who is actively shopping in our area and is able to become the first point of contact. It's scary-good how well it works."

Jason Walling
Marketing/Technology Director
Honda of Kirkland

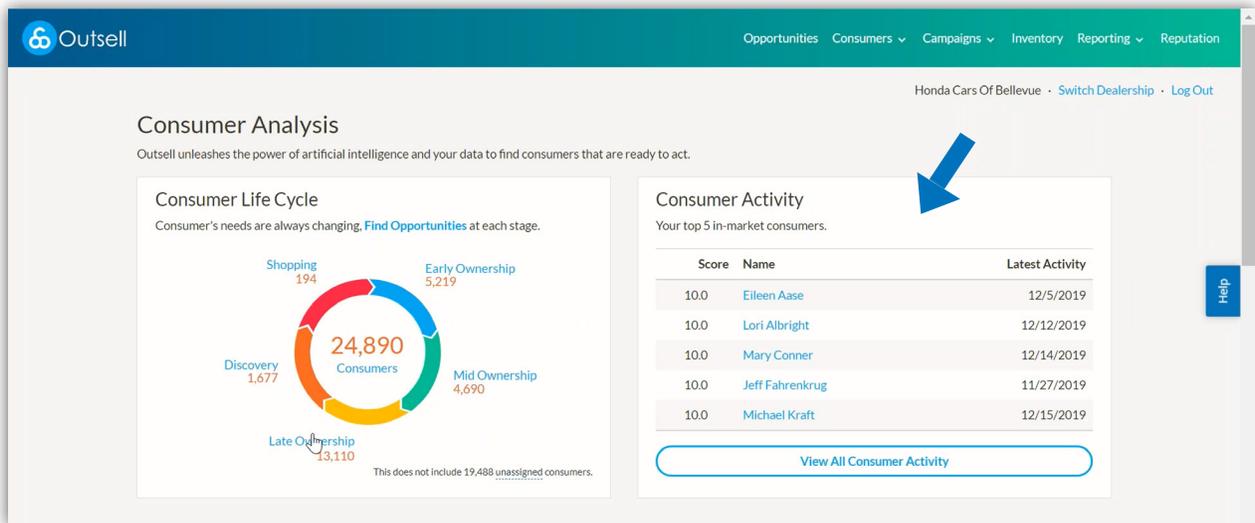


www.outsell.com

"Dealers tell us that Outsell is the only one delivering personalized lifecycle marketing that is grounded in AI, yet automated and easy to use. With Outsell, dealers stay top-of-mind with consumers, retain more customers, and earn more market share."

Mike Wethington
Founder and CEO
Outsell

Mapping the Consumer Lifecycle. Artificial intelligence determines where the consumer is in their vehicle's lifecycle, and the marketing engine uses this information as it determines which information to send and when. Dealers can drill into each of these stages (Discovery, Shopping, Early Ownership, Mid Ownership, and Late Ownership) to see a list of potential sales or service customers. On the right side (see [blue arrow](#)), the dashboard shows the top 5 consumers in market for sales based on the buyer detection score; the sales team or BDC can use this information to easily choose the most promising opportunities.



VIN Service Engagement. NEW. VIN Service Engagement leverages Outsell's artificial intelligence to focus on customers in-market for service. This offers an omni-channel approach to marketing that is designed to extend a dealership's reach beyond a single channel or profit center, while giving power to the customer to determine where they want to engage. VIN Service Engagement identifies customers at their various service points; whether they just purchased, declined a factory-recommended service interval, or are at a mileage that signals the need for tires. The artificial intelligence platform automatically picks the right content by tapping into the customers' lifecycle service needs. Outsell's omni-channel campaigns are designed to generate revenue for fixed ops and also allow dealers to remain engaged with customers throughout the ownership of their vehicle to gain the customers' loyalty.

Email. Twenty new targeted service retention campaigns have been added this year. The AI has been enhanced so that it identifies the mileage on the customer's vehicle and matches that to factory-recommended service intervals, but it also takes into consideration any work recently done on the vehicle. A critical focus is placed on the first and second factory-recommended service intervals since that is a key predictor for future service loyalty and purchase. On a declined service reminder or win-back service reminder, the AI will begin trickling in inventory recommendations for a smooth transition to a sales mentality. The dealer can also include custom offers in the email.

Campaign Summary

☰ @ Email

Campaigns	Delivered	Opens	Unique Opens	Unique Open Rate	Clicks	Unique Clickers	Unique Click Rate	Unsubscribes
Accessories after 1 year	66	13	8	12.1%	10	4	50.0%	0
Accessories after purchase	73	32	20	27.4%	1	1	5.0%	0
Buyer Detection Campaign	494	262	142	28.7%	57	32	22.5%	2
Declined Service 1	5	1	1	20.0%	0	0	0.0%	0
Declined Service 2	7	4						0
Declined Service 3	7	4	2					0
First Service Due	43	5	3	7.0%	1	1	33.3%	0
First Service Overdue	33	5	4	12.1%	6	1	25.0%	0
Inventory Mover Email	50	27	18	36.0%	15	7	38.9%	3
Lapsed Service (4 mos overdue)	309	19	14		1	1	7.1%	0
Lapsed Service (5 mos overdue)	311	10	9					1
Lapsed Service (6 mos overdue)	274	23	14					5
Lapsed Service (7 mos overdue)	250	0	0					0

The Buyer Detection campaign delivered 494 emails and received 262 opens.

The Inventory Mover campaign had a 36% unique open rate.

Direct Mail. NEW. The campaign targets available for direct mail are also robust - 6 sets for service and 4 sets for sales. The campaign is assigned a specific format, and the dealer determines their budget cap. Some campaigns require a greater reach and others are low volume but need to grab attention. Outsell's AI brain determines which is appropriate, and Outsell mails the direct mail accordingly. There are two direct mail formats: 6x11 postcard at \$.53/each and a 4X6 postcard at .33/each.

Linked Services

See which consumers serviced a vehicle after interacting with an Outsell campaign.

< Previous December 2019 | 8 Results

Service Date	Name	Recent Engaged Campaigns	Vehicle Service Category	Days Since Previous Service	Vehicle	Deal Number	Total Gross Profit
12/14/2019	Pamela Viestenz	Lapsed Service (4 Months Overdue)- 4x6 Direct Mail	Infrequent Service	401	2005 Honda Pilot	447371	\$117
12/13/2019	Edward Brewer	Lapsed Service (4 Months Overdue)- 4x6 Direct Mail	Infrequent Service	403	2010 Honda CR-V	447364	\$187

Shown above, this newly available Linked Services report shows the success of the Lapsed Service Direct Mail Campaign. In this example, these two customers, who had not been to the dealership in over a year, responded to the service direct mail. The goal of the direct mail is not to blast the dealer's entire database on service or sales, but to trickle out small volume mail pieces to a group that is worth spending money on. The AI is constantly viewing the email channel to report who is not responding to email so that a direct mail can be utilized instead. Because first and second service intervals are so important, Outsell will often target the new buyer with email and direct mail.

Facebook Ads. Outsell's AI searches the dealer's database to find consumers with the highest lifetime value, automatically loads them to Facebook, and creates look-a-likes from that list. This creates a conquering audience that shares characteristics of a dealer's prior customers who spend significant dollars at the dealership. In addition, Outsell automatically taps into the dealer's inventory feed to dynamically serve up relevant inventory recommendations to each in-market consumer.

Outsell connects to the dealer's DMS and CRM to develop a list of those customers whose vehicles are due for service. The Facebook API loads those customers and delivers a customized message to schedule their first service or some other service interval. That message will continue to be served until the customer reaches out to the dealership.

Outsell also has a Facebook component in place that recognizes customers who are lapsing in properly servicing their vehicle. They are delivered a message to remind them how important it is for their car to stay in optimal condition.

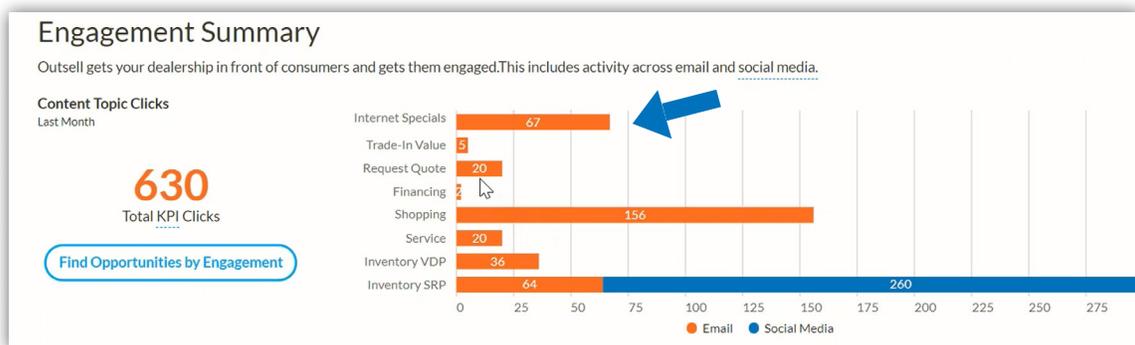
Social Ads: Web Re-engagement
Description

Ad 1
Ad Name - 2 R.SDS Dec19 Ad

Ad 2
Ad Name - 1 R.SDS Dec19 Ad

API connections automatically target the dealer's service customers on Facebook in conjunction with other channels. Monthly A/B creative testing optimizes performance.

Engagement Summary. This report includes activity across email and social media. It picks out key performance indicators and identifies activity resulting from Outsell's communications. Clicking on 'Find Opportunities by Engagement' will allow the dealer to see the actions which consumers are taking. The dealer could click through and see a list of the 67 shoppers who looked at Internet Specials.



Find an Opportunity. Below, the dealer can see the two categories the consumer has engaged with: Inventory Vehicle Detail Page and Shopping. The vehicles they last viewed were a 2019 Honda CR-V and a 2020 Honda Pilot. The dealer can click through any of these shoppers' names and get more details. They can also download the list of all shoppers and their contact information in a CSV file.

Inventory Mover. Using live inventory feeds, dealers can see the number of vehicles by days on lot. They can also 'Boost' the inventory. Inventory delivered would be weighted to feature the boosted vehicles more frequently. Using Inventory Mover provides the dealer a short list of people to contact who are in-market and would be interested in that particular vehicle.

The dealer can see the categories and the vehicle the consumer engaged with.

Buyer Detection Score	Name	Consumer Type	Engagement Category	Engaged Content	Vehicle Owned	Do Not Contact
10.0	Eileen Aase	Prospect	Inventory VDP, Shopping	2019 Honda CR-V, Honda Lineup, New 2020 Honda Pilot (stock# 200054)		Don't Contact fo
10.0	Lori Albright	Lessee	Internet Specials	Special Offers	2016 Honda CR-V	Don't Contact fo

Vehicles Boosted: 10 of 10

Boosted	Days on Lot	Year	Make	Model	Stock	Condition	Price
	384	2019	Honda	Insight	190214	New	\$28,985

This 2019 Honda Insight has been on lot for 384 days. By 'boosting' this vehicle, it will prioritize it for marketing purposes and also identify top potential buyers.

Move a Model. It's a simple process for the dealer to accelerate inventory movement: *Which model do you want to move?* Choose: Honda CR-V. Click on: Find Opportunities. Now, Outsell will predict who is interested in the new Honda CR-V right now or in the near future. It will provide a list of people in order of their buyer detection score. The dealer can opt to add a new on-demand campaign, and it will dynamically pull in CR-V inventory that is aging on the lot and publish the campaign.

Reporting. This dashboard shows an easy-to-read graphic of sales and service figures for the last month. Diving into an individual's profile shows all their past interactions with the dealership, including the

Financial Overview
Outsell drives sales and service transactions to your dealership. The financial summary includes transactions where Outsell can track its influence.

Sales
Last Month

17
Linked Sales

\$15,084
Total Gross Profit

View Linked Sales

Service
Last Month

161
Linked Repair Orders

\$24,070
Total Gross Profit

View Linked Services

engaged content, what campaigns they opened, and what their click path involved.

Reporting for Financial. Outsell reports cross-channel conversions with sections for social, direct mail and email, ensuring that the data is presented in a transparent fashion for dealers. A 90-day match back window is utilized to claim influence over sales and service profits.

CRM Integration. NEW. On behalf of the dealership, Outsell communicates on various platforms to sales and service customers, including the dealer's CRM leads that fall into the categories of 'unsold,' 'dead leads,' or 'prospects.' Dealers want to be able to look in their CRM and track any consumer updates that result from Outsell communications. Now, in the chronological note section in the CRM, updates on customer engagement will be visible. As an example, in July, Mary received a newsletter from Outsell and clicked special offers. In August, Outsell sent a shopper campaign and Mary clicked on Stock # 123445. All the rich information about engagement will now be shown chronologically in the dealer's CRM with any other customer engagement they are compiling.

Reputation Management. Leveraging the dealer's recent sales and service transactions, Outsell communicates with customers to capture their dealership experience. This two-way communication allows the dealer to hear feedback prior to the OEM survey response so that any negative reviews might be avoided through proactive outreach. Outsell's engagement tools can easily schedule, post, and share a steady stream of compelling content to a dealer's social media followers.

What do dealers say about Outsell?

"The campaigns we run through Outsell put the right message in front of the right customer at the right time. While other dealers' profit centers have stagnated this year, ours hasn't. The engagement we see and conversions that happen because of their automated platform has provided a needed lift to our sales and service department's gross profit. Outsell's Conquest program has been an immense benefit for our dealership. By attracting new buyers and prospects through their multi-wave campaigns, we've been able to generate nearly \$275,000 in additional revenue this year. By far, it has been the most effective use of our digital marketing spend. The AI-Driven Marketing Automation Platform from Outsell rivals the marketing platforms we've used to date. Its simplicity of design and constant innovation is only outdone by the dedication of their team. We truly value the partnership we have with their organization and know that any success they achieve will benefit our dealership going forward."

*Jason Walling
Marketing/Technology Director
Honda of Kirkland*

"Outsell is a way that I touch my customers and prospects (CRM and DMS) monthly with relevant, well produced content. The greatest untapped resource of any dealership is the vast numbers of customers that have done business in the past, or are currently loyal customers, and people who considered us but either went elsewhere or did not purchase. Outsell helps me stay top of mind with those customers, automatically."

*Chip Alvey
eCommerce Director
Oxmoor Auto Group*